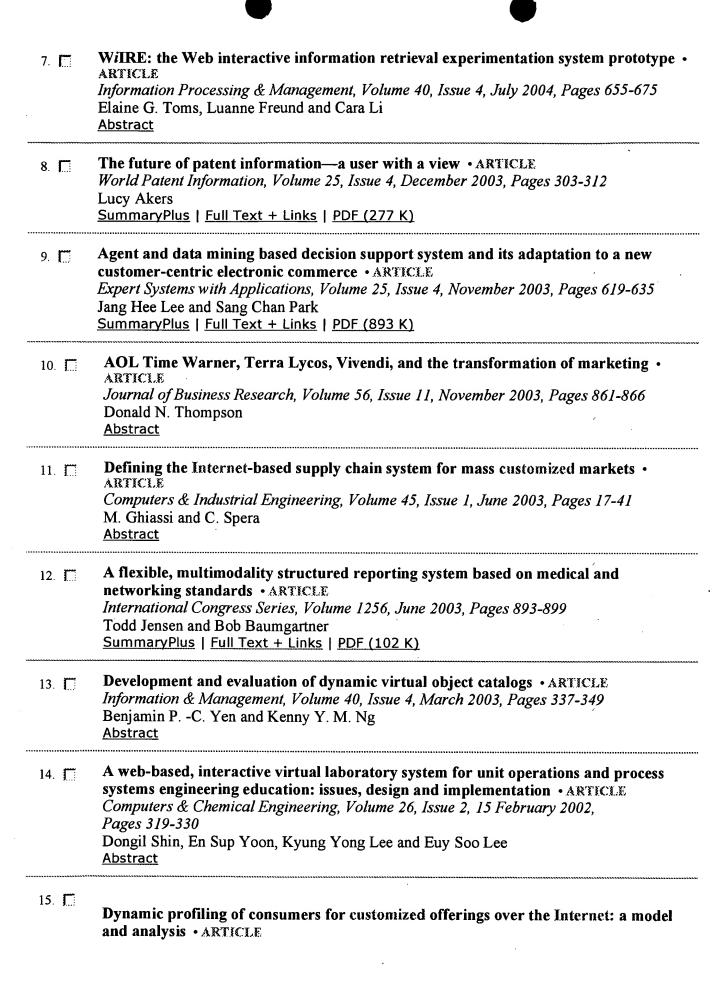
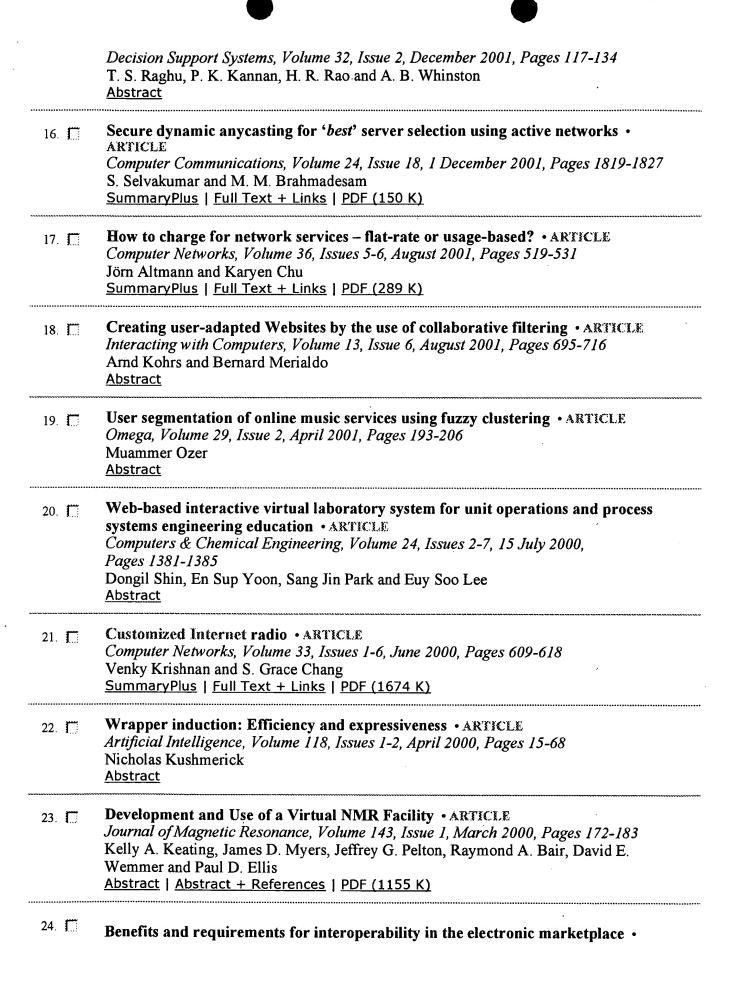
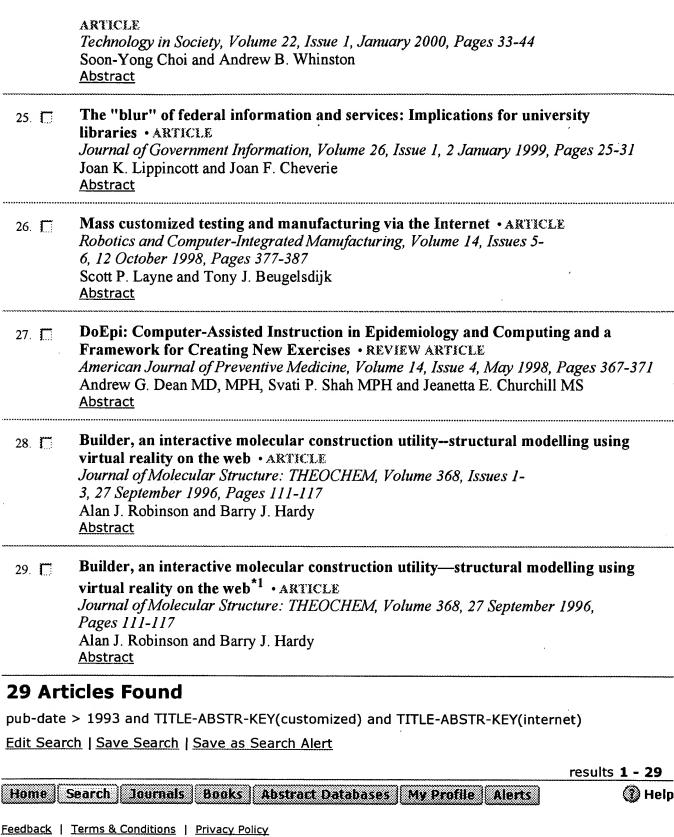
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Available online 8 October 2001.

Abstract

Delivery of *customized,* targeted advertisement messages, and delivery of *customized* information products and software products to consumers requires effective gathering and analysis of preference information. In this paper, we propose a model for dynamically profiling consumers' preferences that is based on the theory of questionnaires. The customization procedure is demonstrated for an example scenario of an informational brokerage where real-time financial, marketing, and company information products are offered to consumers. Simulation results show that the information acquisition and search process exhibits a nonlinear behavior in the information gained and the pattern of information gain is similar irrespective of the number of consumers polled.

Author Keywords: Information search; Dynamic profiling; *Customized* advertisements; *Customized* product offerings; Modeling

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